### Library

Susan Flannery, Director • 449 Broadway, Cambridge • 617.349.4040

"I am proud to be a resident of Cambridge and a user of the CPL. I've never felt more welcome and more well-served in a public institution than I feel when I visit." Beth Carroll-Horrocks



For the first time in history, the Main Library checked out more than 1,000,000 items in a single year. Such astonishing numbers demonstrate the community's enthusiasm for its new Main Library and affirms Cambridge's recent designation as America's "most well-read city."

### CPL by the Numbers in FY11

- Checked out 1,397,593 items, a 29% increase;
- Added 48,046 new books, compact discs, DVD's and other materials to the collection, a 14% increase;
- Registered 10,695 new cardholders, for a total of 58,399 cardholders;
- Processed 226,379 incoming and 101,457 outgoing reserves;
- Offered 177,016 computer sessions, a 52% increase;
- Answered 237,242 questions, a 30% increase;
- Provided access for 456,688 online database searches for in-house and remote users, a 73% increase;
- Delivered 11,560 books to seniors at home, in senior housing, nursing homes and assisted living facilities, a 29% increase;
- Accommodated 72,718 individuals at Library programs, a 23% increase;
- Hosted 598 community sponsored events in Library buildings;
- Attracted 2,440,765 page views on our website, a 183% increase.

### **Highlights and Accomplishments**

It was a record breaking year for the Cambridge Public Library with double digit increases in every service category. These staggering numbers were achieved with five branch libraries open four days a week and the Central Square Branch closed for most of the year. In times of economic stress, public libraries become critical resources for job hunting and career exploration, literacy development for adults and children, homework support, information about important political, economic and social issues, utilizing new information technologies, as well as recreational reading.

Cambridge was honored with four public relations awards from the Massachusetts Library Association: first place for our newsletter, *On and Off Broadway*, and the Friends' book *Cambridge Voices* and honorable mention for the Library's website and Teen Room blog.

The Library's exciting new website became the catalyst for delivering services and information via social networking outlets. The Teen Room, the Cambridge Room, the Friends of the Library, and CambridgeREADS all host subject related blogs. The Children's Room gerbils, Blanche and Tallulah, are leading children's services into the  $21^{\rm st}$  century with their own Facebook page. The girls keep patrons up to date on happenings in the Children's Room and even have their own book awards. The Library also offers program alerts and updates via Twitter. These networking sites have attracted over 30,000 page views.

Electronic services were expanded to include streaming classical and jazz music (over 590,000 tracks) through the Naxos database. Electronic and audio books were made available through Overdrive and Net Library.

As part of the 13<sup>th</sup> annual Cambridge Tree Project Poetry Awards, over 1,200 poems, a historic high, were submitted and 61 students, grades K-8, received prizes at a ceremony at the Main Library.

"Thank you for everything you do each and every day to encourage, help and support our community."
Nancy DiLando

### **Main Library**

In its first full year of operation, the Main Library exceeded very high expectations and became the true "civic heart" of the community. It continues to attract an array of residents (averaging nearly 2,000 per day) representing a broad demographic of users. For the first time in its history, the Main Library circulated over 1,000,000 items in a fiscal year.

The Main Library was honored with the 2010 Harleston Parker Award, which is presented by the Boston Society of Architects to "...such architects as shall have, in the opinion of the Boston Society of Architects... completed the ...most beautiful piece of architecture, building, monument or structure within the limits

## Library Page 2 of Library

of the City of Boston or the Metropolitan Parks District." Thus far, the Main Library has received 12 architectural awards.

Houghton Mifflin Harcourt made a significant contribution to the Teen Room in honor of renowned Cambridge author Lois Lowry, a two-time winner of the prestigious Newbury Medal. A commemorative plaque was unveiled at a reception held in the Teen Room.

To fulfill the community's desire for an active Cambridge history collection, the Library hired a full-time archivist for its historical materials. With funding from a Community Preservation Act grant, contents of the Cambridge Chronicle (1846 -1922), the Cambridge Tribune (1887-1922), the Cambridge Sentinel (1903-1912) and the Cambridge Press (1887-1889) were digitized. Three exhibits, Almira L. Hayward (1838-1894): Librarian and Poet Extraordinaire; A Samurai in Cambridge; and The Printed Word: Three Books of Influence from Colonial Cambridge, were created to promote use of the Cambridge Room resources.

Special events for children included appearances by noted authors and illustrators, including Caldecott Medal winner Kevin Henkes and Newbury Medal winner Avi, a Dr. Seuss Read-a-Thon and a presentation by Roger Sutton and Martha V. Parravano authors of A Family of Readers: The Book Lover's Guide to Children's and Young Adult Literature.

The Teen Room hosted a retreat for the CRLS STARS program, organized a SAT Quiz Bowl, and presented noted authors Francesca Lia Block and Holly Goldberg Sloan. It was also the Greater Boston stop on the Diversity in YA Fiction Tour; authors included Holly Black, Sarah Rees Brennan, Deva Fagan, Malinda Lo, Cindy Pon and Francisco X. Stork.

### **Literacy Initiatives**

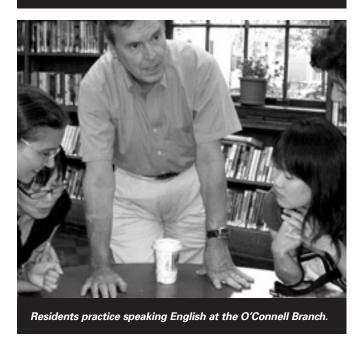
Children in transitional housing received more than 480 books thanks to a holiday collection organized by the Library. Over 1,000 "Welcome Baby" packages from the Agenda for Children were delivered to parents of newborns and nearly 400 story bags were delivered to family child care providers. The Main Library



Oliver is happy to show off his first Library card at the Collins Branch.



Cambridge Public Library received the 2010 Harleston Parker Medal for the "Single Most Beautiful Building" built in the metropolitan Boston area in the past 10 years, from the Boston Society of Architects. Pictured: Deputy City Manager Richard C. Rossi, City Manager Robert W. Healy, Mayor David Maher, Director of Libraries Susan Flannery, Pamela Hawkes (Ann Beha Architects) and Clifford Gayley (William Rawn Associates, Architects).



Children's Room introduced a book discussion group for young students learning English.

On average, 145 adult literacy tutoring sessions are offered monthly. Fifteen English conversation groups were held weekly and served over 10,000 individuals. Introductory computer classes were offered throughout the year.

### **Boudreau Branch**

• Programs increased 7% to 169 and attracted over 3,200 attendees. Public computer use increased 3% to 1,993 sessions.

#### **Collins Branch**

• The Cambridge Historical Commission recognized the recent renovation of the branch with a Certificate of Preservation Merit.

Circulation has increased 9% since the branch reopened.

# Library Page 3 of Library

#### **Central Square Branch**

 The Central Square Branch was closed for most of the year undergoing mechanical and cosmetic improvements. The heating and cooling systems were replaced; the first floor bathrooms were gutted and refurbished; built-in wall units designed for 33 RPM LPs were replaced with shelving for current formats; the Literacy Center was expanded; and the interior was repainted.

### O'Connell Branch

 Over 8,300 residents attended the 368 programs offered and almost 5,400 used the public access computers.

### O'Neill Branch

 For the third year in a row, branch circulation exceeded 100,000 making O'Neill the highest circulating branch in FY11.
 Over 6,700 residents used the public access computers and almost 5,000 attended programs.

### Valente Branch

 Special programming included the Manuel Rogers, Sr. celebration featuring Cape Verdean storyteller Len Cabral and Brazilian jazz and samba musician Fernando Holz as well as an appearance by renowned Portuguese children's author Alice Vieira, who read her stories and spoke to students about her life as a journalist. A Portuguese language story time for children was also initiated. Library programs increased 58% to 341 and attracted 6,300 attendees.



### **License Commission**

Michael Gardner, Chairman; Elizabeth Lint, Executive Officer • 831 Massachusetts Ave, Cambridge • 617.349.6140

The Cambridge License Commission, comprised of a civilian Chair, the Fire Chief and the Police Commissioner, is responsible for issuing licenses and enforcing rules, regulations, local ordinances and state laws that regulate the sale of alcoholic beverages, the operation of restaurants, package stores, hotels, entertainment, taxicabs and drivers, parking lots, garages, peddlers, lodging houses and other individuals and establishments in the city as well as the Pole and Conduit applications and Noise Ordinance enforcement.

The front office staff continued to dedicate much of its time to renewing and issuing annual and special one-day licenses that accounted for over \$2 million in revenue, funding the complete cost of operations for the Commission's office and field investigators.

### **Highlights and Accomplishments**

- The License Commission relaunched its website, which includes a new section for taxicab related resources for both the general public and medallion owners. In addition, most license applications and licensee complaint forms can now be downloaded directly from the Commission's website.
- The License Commission conducted a customer satisfaction survey for the Cambridge taxicab industry in an attempt to determine why consumers do or do not choose to use Cambridge taxicabs. The License Commission received 350 completed surveys with 237 of these surveys containing suggestions on how to improve the industry from the consumer's perspective.

• Commission staff worked expeditiously to complete the first renewal of licenses using the new CRS system.



Evans Auguste of UTS Taxi, Cambridge Taxi Driver of the Year 2011, with Cambridge Office for Tourism Director Robyn Culbertson who nominated him for the pride he took in his work and the pleasant and positive attitude he had toward his job and the taxi industry.